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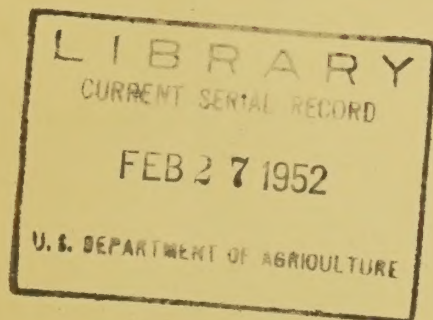
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CO-OP ELECTRIFICATION ADVISER TRAINING OUTLINE

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MOBILIZING CO-OP INFORMATION
INFORMATION AIDS TO
FARM PRODUCTION PROBLEMS



REA

RURAL ELECTRIFICATION ADMINISTRATION

U. S. DEPT. OF AGRICULTURE

Purposes of this Outline

This is one of a series of outlines prepared by REA as an aid in planning and arranging training schools for co-op electrification advisers. Each outline deals with a power use subject or with some aspect of cooperative principles and practice or with a particular method or technique of getting information to people. These are the three principal fields in which electrification advisers need to be skilled. It is suggested that committees planning such training schools keep in mind the need of training in all three types of subject matter and, insofar as practicable, make use of the outlines in a balanced combination. In most cases, two or three subjects can be covered in a five-day school. This booklet contains both suggested subject matter and suggestions as to how the material might be presented with a suitable time schedule indicated. The booklet is thus useful as a guide to committees in charge of setting up training schools, as an aid to the instructors, and as a subject matter manual that may be distributed to participants as a reminder and reference to the material studied at the school.

A list of titles of current outlines completed and of those in preparation may be obtained from any REA fieldman of the Applications and Loans Division or by writing to Applications and Loans Division, Rural Electrification Administration, U. S. Department of Agriculture, Washington 25, D. C.

Suggested Program and Procedure

MOBILIZING CO-OP INFORMATION

Regular communication with the members is a basic feature of the co-op's education program. In the present emergency it is essential as a means of helping farmers to harness electricity more efficiently for greater production.

Suggested Procedure. The following outline shows how a $1\frac{1}{2}$ -day training session might be conducted with the purpose of helping co-ops gear their information programs to present-day farm production problems. It is designed to help them improve their present methods of disseminating information, or starting new ones. Some of the methods discussed are newsletters, news columns in State association papers, newspapers and demonstrations. In addition to the electrification advisers, conferees can include directors, managers and co-op personnel who are, or might be assigned to the job of helping get information to members and the community.

Instructors. The leader for the training session should have a knowledge of the various methods of disseminating information. He especially should have experience in newsletter or house organ editing, in radio script writing and in dealing with newspapers. A State paper editor or State Extension Service staff member will usually be a good choice. It will help if he can have present to assist him, at least during parts of the session, other experienced people such as a local editor or newspaperman, a farm radio editor and Extension Service personnel specializing in teaching methods and demonstrations.

Subject Matter Outline. Although the subject matter should be developed largely by the group, it is desirable for the leader, as well as the program speakers, to have a prepared subject matter outline as a guide, so as to make sure that no major points are overlooked in the discussion. Such an outline follows this suggested program outline. Extra copies of the subject matter outline for all co-op educational workers participating in this school may be obtained from REA. In general, it is found that the participants contribute more to the discussion and get more out of the meeting if the subject matter outline is mailed to them some days in advance of the meeting.

Exhibits. Some sample scripts and stories are made a part of this outline. Their purpose is to help electrification advisers and others prepare similar material. A Fact Sheet of information on the farm labor situation, production goals and electricity on the farm is also attached. It is for the general information of the conferees and may be used in any material they might later prepare.

Suggested Program and Procedure (Cont.)

Preparation. For maximum effectiveness of this session, the room should be large enough to seat all participants at desks or tables. The participants should bring with them the following material:

- a. Paper, pencil, and if possible, a typewriter.
- b. Copies of newsletters or news columns published recently by their co-op.
- c. Copies of any special material (posters, pamphlets, annual reports, etc.) published recently.

Suggested Program and Procedure (Cont.)

MOBILIZING CO-OP INFORMATION

Morning Session

<u>Time</u>	<u>Topic</u>	<u>Speaker or Leader</u>
9:00	Opening Remarks: It is suggested that the Chairman of the State Power Use Committee, or someone acting as host, explain the purpose of the session and introduce those who are to speak and help conduct the school.	State Power Use Chairman.
9:15	Report: <u>"Today's Farm Production Problems."</u> This report describes briefly the production goals confronting the farmers in the State. It touches on the problems farmers are up against in meeting those goals including the shortage of farm labor.	Chairman of State Agricultural Mobil- ization Committee or representative of State Extension Service.
9:45	Talk: <u>"Gearing the Electric Co-op's Information Program to Today's Problems."</u> Object of this talk is to show how electricity can help the farmer meet his production problems and enable him to do a better job for himself and his country during these times of emergency. This talk should be followed by a 15-minute group discussion.	REA specialist, Extension editor or State association editor.
10:30	Recess.	

Suggested Program and Procedure (Cont.)

<u>Time</u>	<u>Topic</u>	<u>Speaker or Leader</u>
10:45	Chalk Talk: " <u>How to Get Farm Production Information to Members.</u> " Participants are asked to suggest ways to do the job. Leader lists them on blackboard, classifies them and then states the effectiveness of each group as found by studies of the Extension Service.	Extension Service specialist or Discussion Leader for the day.
11:30	Talk: " <u>Power Use Information I Expect and Want from My Co-op.</u> "	A farmer-member of the area. He may be a member who has had experience with converting his farm production operations to electric power or one who is in the process of converting.
11:45	Group Discussion: " <u>Other Information My Members Want.</u> " Participants state the type of information their members most frequently request and discuss how it fits into the farm mobilization theme.	Discussion Leader for the day.
12:00	Recess for lunch.	

Afternoon Session

1:00	Talk with exhibits: " <u>How to Create Member Interest in Your Program.</u> " Before opening of afternoon session Leader sets up exhibit of newsletters, photos, posters, leaflets and other material which shows how interest can be captured by liberal use of names, human interest pictures, and good presentation.	Discussion Leader for the day.
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Suggested Program and Procedure (Cont.)

<u>Time</u>	<u>Topic</u>	<u>Speaker or Leader</u>
1:15	Talk: <u>"Mobilizing Your News-letter or State Paper Column."</u> Leader stresses the importance of employing the production angle in stories, pictures and makeup, and gives specific examples.	Extension editor or State Association editor.
1:45	Talk: <u>"Working with Your Newspapers."</u> Editor makes point that the press and REA co-ops have a common interest in farm mobilization and that newspapers will print news about it if stories and tips are provided. He suggests ways to cooperate with newspapers.	Extension editor or State Association editor.
2:15	Talk: <u>"Telling Your Production Story on the Air."</u> Leader discusses briefly what makes a good radio script and points out that the production theme also applies here.	Extension Service representative or representative of local radio station.
2:45	Talk: <u>"Putting Exhibits and Posters To Work."</u> Leader makes suggestions on how to bring exhibits and posters up to date, using the mobilization angle.	Adviser or manager who makes good use of exhibits and posters.
3:00	Recess.	
3:15	Talk: <u>"Using Bulletins, Leaflets, and Pamphlets."</u> Editor or leader suggests use of bulletins and leaflets already available or the preparation and distribution of bulletins or leaflets on power use subjects which are timely and local in interest.	Extension Service editor, State Association editor or Discussion Leader for the day.

Suggested Program and Procedure (Cont.)

<u>Time</u>	<u>Topic</u>	<u>Speaker or Leader</u>
3:30	Talk: <u>"Promoting the Production Program through Meetings."</u>	President of a co-op which uses meetings to promote power use for production.
3:45	Talk: <u>"How Demonstrations Can Help in This Information Job."</u>	Extension Service specialist.
4:00	Talk: <u>"Utilizing Your Co-op's Annual Report."</u>	Manager or President.
4:15	Group Discussion: <u>"What New Techniques Can I Use in Our Co-op's Information Program To Step Up Production?"</u>	Discussion Leader for the day.
	Participants discuss which methods would be most useful to augment their present programs or to start programs.	
4:45	Summary of the day's discussions.	Discussion Leader for the day.
5:00	Adjourn.	

Morning Session (Second Day)

9:00	Workshop: <u>"Using the Fact Sheet."</u>	Discussion Leader for the day with assistance of Extension editor or State Association editor.
	Participants are asked to prepare a letter to all members from the manager or co-op president, urging the members to make wide and more intensive use of electricity to boost production during the national emergency. Letter can be mailed to members or printed in the newsletter. Some facts for it may be obtained from the "Fact Sheet" (Exhibit A). After letters are completed participants are asked to prepare, if time permits, a press and radio release based on the letter.	
11:30	Group Discussion: <u>"Let's Sum Up."</u>	Chairman.
12:00	Adjourn.	

END OF PROGRAM. SUGGESTED SUBJECT MATTER OUTLINE FOLLOWS.

Suggested Subject Matter

MOBILIZING CO-OP INFORMATION

The following material consists largely of suggestions and tips on how to emphasize the production theme in applying informational techniques. It is designed not only for speakers and leaders at the school who may find it helpful in guiding discussions and in presenting certain background information, but also for all co-op personnel engaged in the job of getting information to members and the community.

Topic I. "Today's Farm Production Problems."

A. More production.

1. American farmers again are called upon to produce record amounts of food and fiber. It is required in the present emergency to meet the needs of our Armed Forces, our civilian population, and our Allies.
2. The farm job to be done: To attain a level of production greater than any previously attained in this country. Production called for in 1951 was about 45 percent above the World War II level, and 5 percent above 1950.

B. The same amount of land.

The amount of farm land available for increased crop yields is just about the same each year. Irrigation and reclamation of marginal land shows a slight gain over farmland withdrawn from use.

C. Less labor.

1. The supply of farm labor is dwindling. There are one and a quarter million fewer workers on today's farms than there were 10 years ago.
2. Manpower requirements for military service and the attraction of jobs in defense plants will continue to pull labor away from agricultural jobs for the duration of the national emergency.
3. Labor costs continue to rise.

Suggested Subject Matter (Cont.)

D. How can the job be done?

1. Problem: How can farmers meet higher production goals with less labor.
2. Answer: Wise and intensive use of rural electric power is one answer.
3. Example: A 1-horsepower motor can do as much work in an hour as an average man can do in a day.

(More facts about the production job and farm labor supply are included in Exhibit A in this Outline. This should be used as supplemental information to similar local and State information which can be obtained from Agricultural Mobilization Committees, Extension Service representatives, or the State Department of Agriculture.)

Topic II. "Gearing the Electric Co-op's Information Program to Today's Problems."

- A. Electricity is the service offered by the co-op and it is the co-op's duty to inform its member-owners how best to use it. This is especially true in times of emergency when production goals are high and labor is in short supply.
- B. Experience has proved that electricity on the farm can be a major production help. It is one of the best production tools on the farm. It is also the newest. The average farmer has not yet learned how to use it most efficiently. He must learn more about it, and learn as quickly as possible, if he is going to be able to keep up production, even increase it, with labor almost impossible to hire. (See Fact Sheet, Exhibit A in this Outline.)
- C. The power use program is good business for the farmer at any time. It will increase his income. It will also increase his equity in his electric co-op.
- D. A flow of information from the co-op to the members is essential in making electricity an effective help to the members and, in turn, the Nation during this emergency. Now is the time for co-op information programs to put on overalls.

Suggested Subject Matter (Cont.)

Topic III. "How To Get Farm Production Information to Members."

A. Methods that reach masses:

1. Newsletters and circular letters;
2. Newspapers;
3. Radio;
4. Exhibits and posters;
5. Bulletins (leaflets and pamphlets).

B. Methods that reach groups:

1. General meetings (annual, district, and community);
2. Method and result demonstration meetings;
3. Leader-training meetings.

C. Methods that reach individuals:

1. Demonstrations;
2. Farm and home visits;
3. Office calls;
4. Telephone calls;
5. Correspondence.

D. Indirect influence:

1. A person, who was reached by the above methods, telling another who was not reached.

E. Effectiveness of methods.

1. An Extension Service study of a group of farm families adopting improved practices showed that:
 - a. 37 percent got their information through mass media;

Suggested Subject Matter (Cont.)

- b. 26 percent got their information through group contacts;
 - c. 18 percent got their information through individual contacts;
 - d. 19 percent got their information through indirect influence.
2. It is now clearly recognized that the impact of repetition is great. To get your story across tell it many times with different information methods.

Topic IV. "Power Use Information I Expect and Want from My Co-op."

- A. Information that concerns use of electric power for my type of farming and the type of farming that is possible in my area.
- B. Information that will help me replace human labor with electrical equipment at a minimum cost.
- C. Information on seasonal uses of electricity, reaching me well in advance of the season.
- D. Information on the various ways my neighbors and others are using electricity to increase their agricultural production -- told in their own words.
- E. Information on what appliances and equipment I can use to my advantage, and how to get the most out of them.
 - 1. In what order should I buy electrical equipment for my farm?
 - 2. What features should I look for in buying appliances, motors, and equipment?
 - 3. What are the cost and supply conditions involved?
 - 4. How much electric power do the various pieces of equipment use, and what is the effect on my rate schedule?
 - 5. Is my wiring adequate for the load I will have?

Suggested Subject Matter (Cont.)

6. What do I need to know about care, maintenance, and repair of my electrical equipment?

Topic V. "Other Information My Members Want."

- A. Information about the progress and financial status of the co-op. Members usually want to know:
 1. What is being done to improve service and how much it costs;
 2. What the Board of Directors is doing -- the important business before the Board;
 3. Whether or not the co-op is up to date in payments to REA;
 4. Location of new lines and how many new consumers will be served;
 5. Extent of the system and how many members it serves.
- B. Information about the use of electric power that will help members:
 1. Produce more with less labor;
 2. Improve farming efficiency;
 3. Increase their net income;
 4. Live more comfortably.
- C. Information about co-op organization:
 1. How the co-op operates;
 2. Its objectives;
 3. How members share in its ownership;
 4. How members can help management strengthen the co-op and extend its services.

Suggested Subject Matter (Cont.)

Topic VI. "How To Create Member Interest in Your Program."

The techniques involved here are largely those employed by newspaper and magazine editors to create reader interest.

- A. Give members information they want to know--how the reader can benefit himself and his family, how he can improve his surroundings, how he can make more money and live better.
- B. Use information that is entertaining, that gives the lighter side of life.
- C. Use information that features human interest, the sort of information that has universal appeal but is tied to individuals -- local people if possible.
- D. Liberal use of names. This puts your newsletter, news column, news story, radio script or any written matter on a personal basis. It is natural that people want to know what other people are doing. Also, nearly everybody likes to see his name in print and hear it spoken. Spell (and pronounce) their names correctly.
- E. Liberal use of pictures. A picture can tell a story of many words and often can do it more effectively.
- F. Use of a simple, easily understood speaking or writing style. Many successful editors write just as they talk to the man on the street. They never write "up" to their readers or "down" to them.
- G. Accurate, factual reporting. To exist and to be of influence, a publication or news column must establish a reputation for honesty and reliability in its reporting. Accuracy builds reader and member interest that will last; inaccuracy destroys it eventually.

Topic VII. "Mobilizing Your Newsletter or State Paper Column."

- A. Newsletters and columns in State Association papers reach more REA co-op members than any other information media. Slanting stories to the production theme can be easy.
- B. Do you give your readers information they can use to produce more efficiently?

Suggested Subject Matter (Cont.)

1. Is this information easy to understand, practical, and specific?
 2. Does it make clear how the reader himself will benefit by using 5-cent electricity to replace \$5 labor in producing what the Nation needs?
- C. Do you accent the vital farm production theme in your regular stories?
1. In your new-farms-connected story, do you show how this will help many additional farmers harness electricity for their own good and for the good of their country?
 2. In your case-history stories, do you show how electricity that is helping John Doe live better is also making a contribution to national defense by saving labor and stepping up production?
 3. When you report on power supply problems, do you show what effect adequate power has on ability of farms in your area to produce what's needed?
- D. Do you encourage members to give their suggestions on specific ways electric power can be used to help increase production, cut down waste, improve quality, save labor?
1. Have you tried an "experience swap" column or campaign in which farmers who have made good use of electric power advise neighbors on new or better uses?
 2. How about a contest with prizes for especially good suggestions?
- E. In discussing your power supply problems do you tell what effect adequate and dependable power will have in helping your farmers meet their production problems, and on the other hand how poor service restricts farm production?
- F. Does the manager's column from time to time stress urgency of preventive maintenance to defense, importance of a wiring overhaul to ready the farm plant for emergency production, etc?

Suggested Subject Matter (Cont.)

- G. Do newsletter headlines as well as articles help tell the story of electricity and farm production? (People read headlines even if they haven't the time to read the whole story.)
- H. Does the newsletter or news column encourage various community groups -- youth groups, veteran groups, farm organizations, homemaker's groups and vo-ag teachers -- to help the co-op in its efforts to harness electricity to farm production?
- I. Do you give the newsletter distribution not only to members but to editors, defense authorities, extension workers, club groups, and others who can help you get this important production information to your farmers? Do you call their attention to important items by marking them in red?
- J. In writing on familiar REA themes, do you keep in mind how the information can help farmers meet production problems? Do you give your stories the new-production slant?
 - 1. Prompt reporting of outages is more important than ever now because of the critical need for reaching farm production goals.
 - 2. Off-peak use of power enables farmers to get the maximum benefit from available power and maximum results from electric equipment. It also helps the co-op provide dependable, adequate, efficient service.
 - 3. Local industries powered by rural electricity add to defense production, avoid waste of perishable crops, relieve strain on overburdened transportation facilities.
 - 4. Preventive maintenance is important to farm mobilization because it keeps needed production equipment in operation, and reduces amount of time equipment is out of use for repair.
 - 5. Food saving resulting from canning, refrigeration, freezing, and vitamins saved by scientifically controlled electric cookery adds to the Nation's stockpile -- and contributes to health of farm families.
 - 6. Overhauling of the farmstead wiring is more important than ever now because of the defense emergency. All members should have their wiring checked to make sure that it is adequate to carry the increased load for defense production. With materials getting scarcer all the time, there should be no delay in doing necessary rewiring to convert the farm plant to defense production.
 - 7. Time saved by labor-saving equipment is time gained by the farm homemaker and the farmer to put into increased production.

Suggested Subject Matter (Cont.)

Topic VIII. "Working with Your Newspapers."

- A. The local newspaper is the voice of the community and provides one of the most effective outlets for co-op information. The editor asks only that the material you submit to him be accurate and that it be news. Farm mobilization is news.
- B. Get acquainted with the editor. He is human. He likes to talk over anything which he believes will help his community and country. He likes new angles to old themes. Farm mobilization gives rural electrification many new angles.
- C. Submit or suggest to him only information which is authentic and which has interest for his readers. Farmers making better use of electricity, pointing out how they save labor and increase income, is of interest to a large number of his readers.
- D. Give him an even break with news you publish in your newsletter or State paper column. Scoring a scoop on him is not worthwhile.
- E. Make this check of your stories before submitting them to him.
 - 1. Is it something new?
 - 2. Will the information benefit readers?
 - 3. Will it appeal to them?
 - 4. Are statements backed up by reliable and qualified sources?
 - 5. Are the basic facts in the first paragraph?
 - 6. Is the copy typed double space with wide margins to give the editor space for editing?
 - 7. Did you end the story when you had told the story? Or does it ramble on?
- F. Supply him with pictures (clear, glossy prints) showing member and co-op participation in the farm mobilization effort.

Suggested Subject Matter (Cont.)

- G. Supply him with tips on stories which he may want to develop. (Example: Case stories of farmers who have greatly increased production through power use.)
- H. Supply him with advance copies of speeches, annual reports, and special letters to members. He likes to be in on "the know".

Topic IX. "Telling Your Production Story on the Air."

- A. Radio can reach the rural listener with production news and information quicker and easier than any other medium of communication.
 - 1. Nine out of ten farm families in the United States have radios.
 - 2. You can go into the farm home, via radio, at any hour of the day or evening.
 - 3. Thus, you can reach members who cannot get to meetings.
- B. The following tips cover the principal factors to keep in mind when you're planning radio programs:
 - 1. Timeliness.

Give information when needed; discuss power use activities at proper season of year for greatest help to members.
 - 2. Personalities.

Use names and actual experiences of co-op members in power use stories whenever possible. Localize all news.
 - 3. Simplicity.

Avoid explanations of complicated processes on the air. Give reasons for and results of using electric power on farmstead and in home, then tell where detailed information is available.

Suggested Subject Matter (Cont.)

4. Informality.

Be yourself! Use simple language in a down-to-earth manner. Keep words and sentences short, easy to understand. Use contractions, as in ordinary conversation. Avoid detailed statistics; round them off. Above all, don't read -- speak from a general outline.

5. Knowledge of subject.

Be sure you know your subject and that your information is correct. To lend authority, feature occasional interviews with specialists, or with farmers and farm women who have done a good job in some particular phase of electrical use.

6. Scripts.

A complete script is not necessary. If you are giving a talk yourself, you know the subject well enough to tell about it in your own words. If you are conducting an interview, the specialist surely knows what he is talking about. All you need to do is to prepare a list of questions that will cover the subject and let your guest look them over in advance. It is easier for most of us to talk than it is to read. It is more natural.

7. Results.

Always point up the results of the use of electric power on the farm and in the home:

- a. How it helps increase production;
- b. How it saves labor;
- c. How it improves quality of products;
- d. How it reduces waste and spoilage;
- e. How it increases net income.

Suggested Subject Matter (Cont.)

Topic X. "Putting Exhibits and Posters To Work."

- A. Exhibits and posters often provide a clincher to the telling of important stories.
- B. Some tips on the use of these media follow:
 - 1. Do you use walls and windows of your office for simple but effective production pictures or displays?
 - 2. Do you use your trucks for the same purpose?
 - 3. Do you make regular use of posters and displays at meetings which you sponsor? Do you provide your co-op speakers with exhibit material and an outline for presenting it?
 - 4. Do you make display material available for county fairs, meetings of farm organizations, and meetings of civic and other community groups?
- C. Some sample exhibit and display themes:
 - 1. Preventive maintenance.

"Lost: A Motor Badly Needed in the Farm Defense Plant."
Exhibit--a burned out motor with a caption which says:
"If this had been given proper care, this wouldn't have happened."
 - 2. Production goals.

Picture of pig brooder and pigs at slaughter house.
Caption: "More little pigs went to market--thanks to an electric brooder." Follow with figures on cuts in losses effected by brooders. Tie in with figures on production goals for hogs.

Similar picture and theme could be developed in connection with milk, poultry, feed goals--and how electric power helps farmers reach them.

Suggested Subject Matter (Cont.)

3. Labor saving.

Posters showing figures on labor saving which results from electrification. Milking machine used on John Doe's farm saves one hired hand, etc. Use picture of farmers using labor-saving machinery. Local pictures and statistics are most effective.

Topic XI. "Using Bulletins, Leaflets, and Pamphlets."

- A. Bulletins, leaflets and pamphlets are an effective one-shot technique, but get their best results when used to augment more ordinary techniques like newsletters, newspaper articles, and radio broadcasts.
- B. REA, the State Extension Service, and other agencies make available bulletins, leaflets and pamphlets on power use and modern farming practices. A number are available in quantities for widespread distribution. They can be used to good advantage in a sustained program on a particular subject.
- C. Specially prepared bulletins, leaflets, and pamphlets, when properly done with use of local names, local conditions and local pictures are more effective than the bulletins, leaflets or pamphlets prepared for general or nationwide distribution. The subject is brought close to home. It is advisable to localize the general material when possible.
- D. Since bulletins, leaflets and pamphlets are not regular publications--and are a one-shot technique--timing is extremely important in their distribution. Co-ops frequently use them to climax specific information programs.
- E. Statewide associations of rural electric co-ops are making use of leaflets and pamphlets to tell their story to whole communities. They use them to step up sustaining programs conducted through other media. Usually the pamphlets are directed at townspeople.

Topic XII. "Promoting the Production Program through Meetings."

- A. Meetings -- of various community groups as well as co-op meetings -- offer a splendid opportunity for reaching a wide public with facts they need to know about the use of electricity in increasing defense production on farms.

Suggested Subject Matter (Cont.)

B. Did you ever check yourself on how well your co-op is using meetings of various community groups as an information channel? Here is a check list:

1. Look for opportunities.

Do you seek opportunities to appear before Rotary Clubs, Chambers of Commerce, and other civic groups in your area whose members may not know the story of rural electrification and what it can do to boost production?

2. At demonstrations before neighborhood groups.

Do you, in explaining "how-to-do" different jobs, mention the importance of improved efficiency, labor saving, proper care of equipment, etc., to national defense as well as the individual farmer's welfare?

3. When impromptu remarks are in order.

Do you have a few salient facts ready to express about the importance of rural electrification to farm production? Make them short but to the point. Be prepared with facts and figures and local examples.

4. When outlining formal speeches.

Do you yield to the temptation to use the same old speech when you are called upon to speak on a familiar co-op subject? Or do you instead think of using the opportunity to show how electric power can help farm production? Do you spell out the relation of stepped up production on electrified farms, preventive maintenance, and off-peak use of power to defense? Or do you take it for granted that your audience will see the relation? Do you keep your speech short and conversational? Do you keep reminding yourself that local farm details -- told in a neighborly, conversational manner--will go over better than generalities? Do you just use canned national figures to prove your point about electrification and farm defense? Or do you bring them home to your community?

Suggested Subject Matter (Cont.)

Example: General figures on man-hours that could be saved by a portable motor could be multiplied by number bought by co-op members in the last year. Or the case of a specific farmer-member who is managing with less hired help because he has installed a milker could be cited.

5. Supplying ammunition for others to speak up for rural electrification.

Do you do this whenever circumstances are favorable? Members and friends of the co-op can often be enlisted to help get information to farmers on how they can harness electricity in the farm production job. For example, a co-op member with a facility for public speaking could be supplied with information or a speech outline which would enable him to tell the mobilization story effectively to his group: Farmers' organization, Parent-Teacher Association, homemakers' club, youth group, or church society.

Topic XIII. "How Demonstrations Can Help in this Information Job."

- A. Demonstrations, particularly those conducted on the farm, are among the most effective media of getting detailed and convincing information to co-op members. Seeing is believing.
- B. Demonstrations of ten provide the finishing touch to a specific information program because they show in detail how a thing can be done or should be done. For example, a demonstration on how to build and install hay driers would be the finishing touch to an information program designed to encourage members to install them. Farmers like to see things built, like to see them operate, and like to know what makes them operate.
- C. Because they help immensely to create understanding of a subject, demonstrations tend to cause witnesses to pass along to others the knowledge they have gained. Thus, those who witness a demonstration are only a small number of the persons who eventually will hear about it.

Suggested Subject Matter (Cont.)

- D. Demonstrations get excellent results when properly conducted. If poorly staged and lacking in vital information, however, they might thwart, even defeat, their purpose. For this reason demonstrations must be conducted by persons possessing full knowledge of the subject.

Topic XIV. "Utilizing Your Co-op's Annual Report."

- A. Have you thought of using the mobilization theme in your co-op's next annual report? Here is how it might be done:
1. Figures showing increased use of power and more members served during the year as compared to the preceding year or preceding World War II could be used to underline the growing importance of electricity in emergency defense production.
 2. Figures on production and labor-saving equipment installed by members during the year should be related to their usefulness in war production.
 3. New power supply obtained or heavying up the system to meet mounting defense production needs is a concrete contribution to farm mobilization and should be signalled as such.
 4. If a new rural industry has grown up with the aid of rural electric power, point out the defense angle of that too. For example, a local canning factory would prevent food waste, be an incentive to increased production, and save transportation of bulky and perishable raw products to faraway factories on railroad systems already burdened by defense shipments.
- B. Add to the effectiveness of this information in your annual report by including photos, or make up an exhibit of photos and charts to illustrate the data in the report.

Topic XV. "What New Techniques Can I Use in Our Co-op's Information Program To Step Up Production?"

- A. For your own co-op not all of the information aids may be possible or suitable to use. Select the ones which promise most in results and which are at the same time within the means and abilities of your co-op's budget and staff.

Suggested Subject Matter (Cont.)

- B. Which of the techniques discussed seem best suited to step up your co-op's power use information program? Check off those which you are already using and then indicate which ones could be adapted to more intensive information on greater production, improved quality, and reduction in waste through increased use of electric power.

<u>Technique</u>	<u>Now in use</u>	<u>Can be adapted to mobilization</u>
1. Newsletter	_____	_____
2. State paper	_____	_____
3. Newspaper articles	_____	_____
4. Radio broadcasts	_____	_____
5. Exhibits and posters	_____	_____
6. Bulletins, leaflets, pamphlets	_____	_____
7. Meetings	_____	_____

Topic XVI. "Using the Fact Sheet."

- A. A letter to members from the co-op's president or manager could make these points:
1. Production goals are high -- highest in the history of the Nation.
 2. Farm labor is short and is getting worse.
 3. Electric power can help the farmer produce more with less labor.
 4. Now is the time for the farmer to put his electric plant in good working order by:
 - a. Making a check of his wiring;
 - b. Extending his wiring to all buildings;
 - c. Checking and repairing his motors;

Suggested Subject Matter (Cont.)

- d. Installing the equipment he has been planning for months to install.
- 5. Making good productive use of electricity is:
 - a. Good business for the farmer;
 - b. Good business for the Co-op;
 - c. Good business for the community;
 - d. Good business for the country.
- B. Additional information which might go into this letter can be extracted from the Fact Sheet, (Exhibit A), which follows.

Exhibit A

FACT SHEET

Some Facts about the Farm Labor Situation
Production Goals, and Electricity on the Farm.

The farm job for 1951 is to attain a level of production greater than any previously attained in this country. Production called for is about 45 percent above the pre-World War II level, substantially above the peak year of 1949, and nearly 5 percent above 1950.

* * * * *

Needs for 1951 include 53 percent more cotton than in 1950, 13 percent more corn, wheat and rice, increases in truck crops, wool and meat, and the same levels or slight increases in production of milk, eggs, poultry, sugar and tobacco.

* * * * *

The U. S. population increase since 1940 is 20,000,000, about 15 percent.

Farmers must do more with less workers. There are a million and a quarter less workers on the farm than 10 years ago. Farm operators and assistants have been added to the list of critical occupations by the Labor Department.

* * * * *

The high level of industrial and nonfarm employment in 1950 absorbed large numbers of farm workers. Expansion of defense industry will probably prevent their return and draw heavily on the remaining supply of farm workers.

* * * * *

Procurement of food for the armed forces in 1951 will be larger than in any year since the end of World War II.

* * * * *

Agriculture is now geared to high level production through improved farming practices. Cropland area has changed very little.

* * * * *

Mechanization on the farm progressed rapidly during World War II. Farmers greatly expanded their use of important laborsaving machines. Electrical devices were among them.

* * * * *

Exhibit A (Cont.)

FACT SHEET

The average monthly farm consumption on REA-financed lines increased from 61 kwh in December 1941 to 161 kwh in December 1950.

* * * * *

A one horsepower motor can do as much work in an hour as an average man can do in a day.

* * * * *

One kilowatt hour of electricity will in many cases:

Pump 500 gallons or more water from a well

Milk 20 cows

Heat 4 gallons of water

Will medium grind 100 pounds of dry grain

Run a tool grinder for 3 hours

Shell 30 bushels of corn

Cool 10 gallons of milk to 50°

or

Cut one ton of silage and elevate it into a 30-foot silo.

* * * * *

In order to run their farms with maximum efficiency, farmers need information and training on how to use electricity effectively for:

Increasing production

Laborsaving installations

Improving the quality of farm produce

Timing production of many products

Preservation of perishable products

Complete or partial processing of raw products

Improvement in techniques of insect or germicidal control

* * * * *

Exhibit A (Cont.)

FACT SHEET

Lights, radios, irons, and refrigerators have reached a near-saturation point on the older rural electric lines where almost all members have them. But use of electric production equipment has scarcely made a good beginning except on some dairy, commercial vegetable, and poultry farms.

* * * * *

Tests have shown that farmers can cut down pig losses at weaning time about 30 percent by the use of a simple electric brooder.

* * * * *

Records show that regular watering of farm and truck gardens in the Eastern United States increased the yield by as much as 50 percent.

* * * * *

Electric light in the poultry house increases egg production 10 percent in fall and winter when prices are higher.

* * * * *

An electric egg grader cuts time and labor in half.

* * * * *

Proper egg cooling can mean higher prices -- as much as 15 to 20 percent. An electric fan cooler can do the job with about 1 kilowatt-hour per day of power.

* * * * *

Research conducted in Oregon showed that night lighting increased the farmer's profit on a 400-hen flock by \$81 a year above the cost of wiring and electricity.

* * * * *

An Ohio farmer says his average cost of grinding a ton of grain with electric power was 18 cents, compared to \$1.60 he previously paid.

* * * * *

Mixing feed electrically takes one-third the time of hand-mixing.

* * * * *

Exhibit A (Cont.)

FACT SHEET

Rapid cooling keeps the bacteria count low and maintains the quality of milk. A farmer with a milk cooler can cool 10 gallons of milk with about one kilowatt hour of electricity.

* * * * *

Records indicate that cows which can get plenty of water all the time from an electric watering system give 3 percent more milk -- containing 6 percent more butterfat -- than cows that have to wait for periodic watering.

* * * * *

Electric hay dryers enable farmers to cut down hay losses resulting from unfavorable weather and to produce better quality hay than sun drying.

* * * * *

More than 150 farms in New York State and 200 farms in Virginia have electric hay dryers installed in their mows. Many of these farmers have records to prove that their cows produce more milk when they are fed mow-cured hay.

* * * * *

A member of a South Carolina electric co-op reports cutting losses from his sweet potato crop to 10 percent by use of an electrically equipped curing house. Previously he sometimes lost as much as half his crop.

* * * * *

Farm yard lights and building lights make evening chores easier and safer -- give the farmer more hours for productive work in the fields.

* * * * *

Electric soil heating in hotbeds is good insurance against losses due to late freezes. An illustration is a \$5,000,000 loss in tomato plants alone that resulted from a sudden cold spell in Texas in the spring of 1948. Not long afterwards, a grower near Jacksonville produced half a million tomato plants in electrically heated beds at a cost of under 13 cents per thousand.

Electric hotbeds also make earlier field plantings possible -- so result in earlier harvests and higher prices for many crops.

* * * * *

Exhibit B

SAMPLE PERSONAL LETTER

Suggested Letter to Members Urging
Use of Power for Production.

Dear Member:

We were thinking the other day of the production goals that have been fixed for American farmers in the present national emergency. They are the highest in our history, much higher than during World War II and even higher than the all-time records established after the war.

How are we to achieve these new goals when it is well known that the supply of farm labor is short and is getting shorter by the calls of our young men into the Armed Services and defense industries?

This is a real problem, but fortunately there is help to be had -- not long and tedious hours of work on your part, but help from the "wired hand." It is simply making good use of the electric power made available to you by your cooperative. The power system we have built is, in effect, a giant production machine, carefully engineered to our needs. It is, of course, now in operation and is doing good work. But we have only begun to make the best use of it in terms of production. Your board of directors would like to suggest that now is the time -- because of the manpower shortage and the high production goals -- to get the most out of this giant machine. It will be good business for our country, for you and for our co-op.

Getting our power system into high gear is a relatively easy operation. All we have to do is to make wider and more intensive use of its energy. Experience has proved that no other tool can do as much as electricity to help farmers replace labor or increase the output of certain types of farm products. For example, a one-horsepower motor can do as much work in a single

Exhibit B (Cont.)

SAMPLE PERSONAL LETTER

hour as the average man can do in a whole day. Also, one kilowatt-hour of electricity will pump 500 gallons of water from a well, milk 20 cows, heat 4 gallons of water, grind 100 pounds of grain, run a tool grinder for three hours, shell 30 bushels of corn, cool 10 gallons of milk, or cut one ton of silage and elevate it into a 30-foot silo. These are only a few of the uses of electricity on the farm. In all, there are about 400.

If you would like to get some advice on using your electricity more intensively on your farm, your co-op is prepared to help. Our manager and electrification adviser have full information on principal and most practical ways of applying it to farm operation in this area. A letter to either of them or a personal call at the co-op office will get you results.

Whether or not you seek the advice of the co-op office, you will want to do some things about the farm to help get your electric plant in shape. Here are some tips:

1. Check over your farm wiring. If lights dim when a motor starts, you might be inviting a breakdown later -- maybe when you can't get a replacement or repair part.
2. Extend your wiring to every building.
3. Be sure your lighting is adequate in every building.
4. Check over all your electrical equipment; clean it up, oil it if necessary and replace frayed cords and plugs.

Again, let us remind you of the good hired hand you have in your electricity. He is a willing and tireless worker. He is also efficient and his hourly wage is very reasonable. In fact, the more you use him, the cheaper his wage.

Very truly yours,

(Co-op President or Manager)

Exhibit C

SAMPLE NEWS STORY BASED
ON PERSONAL LETTER

Suggested Press and Radio Release Based
on Letter to Members from the Co-op
Management.

Members of the _____ this week were
(Name of Co-op)
urged by their president to make wider and more intensive use of their
electricity as a means of meeting the existing shortage of farm labor and
also a means of helping meet production goals.

"The electric power system we have built is, in effect, a giant pro-
duction machine," _____ wrote the co-op members.
(Name)

"But," he added, "we have only begun to make the best use of it."

Then he suggested that now is the time -- because of the dwindling
supply of farm labor and the high production goals -- to make full use of
power. He said getting maximum benefit from the electric system is impor-
tant to the country, the co-op and the individual member.

Mr. _____ reminded the members that a one-horsepower motor
can do as much work in an hour as the average man can do in a day. He also
told them that one kilowatt-hour of electricity will pump 500 gallons of
water from a well, milk 20 cows, heat 4 gallons of water, grind 100 pounds
of grain, run a tool grinder for ~~three~~ hours, shell 30 bushels of corn, cool
10 gallons of milk, or cut one ton of silage and elevate it into a 30-foot
silo. These are only a few of the uses of electricity on the farm. In all,
there are about 400.

Making better use of electricity on the farm at this time will be
"good business" for the country, for members and for the co-op,
Mr. _____ said.

Exhibit C (Cont.)

SAMPLE NEWS STORY BASED
ON PERSONAL LETTER

The co-op urged members to take advantage of this information it has on the principal and most practical ways of applying electricity to farm operations in this area. It asked them to contact the manager or electrification adviser for information.

The letter to members also recommended that they get their wiring and electrical equipment in shape for the job ahead. It suggested that they check their wiring, extend it to every building, provide adequate lighting in all buildings, and check and repair all electrical equipment.

Mr. _____ stressed that electricity on the farm is a good hired hand. "He is a willing and tireless worker," he said. "He is also efficient and his hourly wage is very reasonable. In fact, the more you use him, the cheaper his wage," he added.

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Exhibit D

SAMPLE NEWS STORY ON
AREA COVERAGE

Suggested Co-op Press and Radio Release
on Completing Area Coverage.

As a step in preparing this community for full participation in the national mobilization effort, the _____
(Name of Co-op)
of _____, is redoubling its efforts to connect
(Town)
the remaining unelectrified farms within its area, _____,
(Name)
president of the co-op, said this week.

"With the all-out production program required of our farmers as their part in the marshalling of our national strength, all farmers are going to need electricity," Mr. _____ said. "They will
(Name)
need its help to make their operations more economical and efficient."

Mr. _____ explained that the co-op has always
(Name)
had full area coverage as its goal. He said it is a condition of the loans approved to the co-op by REA.

"We have drafted definite plans to reach that goal during the next few years. But this isn't soon enough. The emergency makes it necessary to speed our extensions, so that all farmers will have electricity to help do their defense job."

The co-op is making a survey of all unserved farms along its present lines, Mr. _____ said, and in addition expect to build
(Name)
new lines in the _____ area.

Presently, the co-op has construction under way in the _____
area. It is expected to be completed in about _____
(Weeks or Months)

Exhibit D (Cont.)

SAMPLE NEWS STORY ON
AREA COVERAGE

The _____ now serves _____ in
(Name of Co-op) (Number)
_____. When it achieves area coverage
(Counties)
it will serve _____ consumers.
(Number)

Mr. _____ said the cooperative is in good
(Name)
financial condition, being current in payment of all obligations including
payments to REA.

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Exhibit E

SAMPLE NEWS STORY ON
DEMONSTRATIONS

Suggested News Story on Demonstrations

The first in a series of on-the-farm demonstrations of electrical equipment, sponsored by the _____ will be conducted _____, at _____.
(Name of Co-op)
(Date) (Place)

The demonstrations, to be led by _____, the co-op's _____, the co-op's electrification adviser, will stress the timesaving and laborsaving features of the equipment.
(Name)

"We want to help every farmer make the best possible use of his electrical equipment during these emergency times," _____ said.
(Adviser)

"The outstanding advantage of these meetings," _____ added, "is that they are conducted right on the farm. We have planned each one to include actual on-the-spot examples of how rural electric power today can, and is, helping farmers produce more. We are issuing a blanket invitation to all co-op members and friends in the vicinity of the _____ to attend."
(Adviser)
(Place)

Because adequate wiring is essential to efficient operation of the modern electrified farm, the first program will feature correct wiring. The significance of the safe wiring on the farm chosen for the demonstration will be graphically shown by a wiring panel. The meeting, scheduled to begin at _____, will also feature actual on-the-farm methods of checking a rural wiring system.
(Time)

Exhibit E (Cont.)

SAMPLE NEWS STORY ON
DEMONSTRATIONS

The second demonstration, scheduled for _____
(Time, place and
_____, will be on farm welding and how the availability of
Date)
this equipment saves costly delays when equipment breaks down. Broken
farm implements will be repaired by _____ during
(Name of Farm Owner)
the demonstration.

Mr. _____, president of the co-op's board of
directors, announced that future programs will include information on how
to make a motor portable, how to build pig or poultry brooders, repairing
household electric appliances and repairing electric cords.

Members of the audience at the last two demonstrations will be en-
couraged to bring their faulty appliances and cords to be repaired as a
part of the program. No date has been set as yet for these meetings.

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Exhibit F

SAMPLE NEWSLETTER STORY

Suggested Newsletter Story Which May also
Be Used as Basic Information for Press and
Radio Release.

We have been stockpiling a great many things to add to our National strength in case of any emergency. We have heard a lot about our stores of rubber, aluminum, copper, and so on. But we have another "stockpile" of a different kind. We have a great "stockpile" of capacity in our electric co-op to produce the food America and the United Nations are going to need.

More than two million American farms that did not have electric service when we entered World War II are now connected to the highlines. Your co-op serves _____ of them. On December 1, 1941, we were serving _____ farms; now we serve _____.

The Nation is going to be very thankful for that increase. To get them service has required a considerable investment of money borrowed from REA. It is up to the farmers now getting electricity to see that the Nation gets dividends, in the form of increased food production.

If you want suggestions about how to use electricity more efficiently on your own farm, get in touch with your electrification adviser,

_____.

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Exhibit G

SAMPLE RADIO SCRIPT #1

Take Care of Your Electrical Equipment.

Outline for Interview between Either Man or Woman
Electrification Adviser and Radio Farm Director,
or Between Adviser Conducting Program and Local
Wiring Inspector. Latter Would Require Some
Alternation in the Following Questions and Answers.

ANNCR: (AFTER INTRODUCTION OF SPEAKER) It's just plain good
business to take care of electrical equipment -- in good
times or bad -- war or peace. I don't believe anybody
will give me much of an argument on that. Lots of us
get careless, though -- and when money isn't tight, we
feel we can buy new things if we really need them. We've
had plenty of equipment for the past few years, of course --
ever since we got caught up on the shortages of World
War II. However, some supplies and materials are scarce
again, and there's a chance we may not always be able
to get new appliances or replacement parts right away.
That's why I thought we might ask (NAME) for some helpful
ideas on this subject today. What's first on your list of
suggestions, (NAME)?

Exhibit G (Cont.)

SAMPLE RADIO SCRIPT #1

ADVISER: The very first suggestion, I believe, is to get at the root of the trouble some folks have with their electrical equipment -- the wiring. Make sure this is properly installed and will carry the load you expect of it. A good many farms were wired years ago, you know. That's certainly true of the farms of some of our members. The owners never expected to have even half the equipment they have now. So -- get your wiring checked if you're having any trouble at all. And have some overhauling done if it's necessary.

ANNCR: Wiring's very important, I know. Maybe we'll spend a whole broadcast period talking about just that very soon. But tell me, who'll do this inspection job for the folks around here?

ADVISER: (Give name of wiring inspector -- or offer own services.)

ANNCR: These days when farmers are being asked to boost production, they can't afford equipment failures, that's a sure thing. I know some farmers in this area who've been complaining about their (MILKING EQUIPMENT, POULTRY BROODERS -- WHATEVER LOCAL DIFFICULTIES THERE MAY HAVE BEEN.) Have you any helpful suggestions for these people?

ADVISER: (Answer according to problem stated.)

Exhibit G (Cont)

SAMPLE RADIO SCRIPT #1

ANNCR: Tell me this -- how can folks be reasonably sure they're getting good quality equipment and appliances in the first place?

ADVISER: (Explain importance of UL label. Suggest care, to avoid picking up cheap, shoddy equipment, cords, etc., of the type that appeared during World War II, and caused trouble.)

ANNCR: Speaking of cords -- seems to me they take more punishment than anything else in the electrical line.

ADVISER: (That's true of both cords and plugs. Warn that they should be handled carefully -- never yanked out of sockets. Tell people not to twist or knot cords, nor let them touch hot surface. Don't get them wet either. Tell how to store cords when not in use. Might include something on storage of equipment which isn't used regularly.)

ANNCR: How do you feel about the use of extension cords, (NAME)?

ADVISER: (Answer that they should be used with caution; explain danger of running under rugs, etc. Advise against using them with heavy appliances, etc.)

ANNCR: What suggestions would you make about electric motors -- should they be oiled -- what happens if they get wet, etc?

ADVISER: (Give brief instruction about oiling; telling what types of motors should be oiled. Also tell a little about protecting from dirt and dust. Not too many details.)

Exhibit G (Cont.)

SAMPLE RADIO SCRIPT #1

ANNCR: Let's go into the subject of household appliances a bit further. Lots of folks around here have electric food freezers. Any special suggestions about using them?

ADVISER: (Give brief suggestions. Also might mention what to do in event power ever goes off, in order to save the food.)

ANNCR: What about those two standbys of a great many women -- the electric iron and washing machine? If either of those breaks down, there's trouble around the house!

ADVISER: (Explain simple rules of care -- cleanliness, enough circuits with sufficient capacity, etc.)

NOTE: (THE FOLLOWING ON FUSES MAY BE OMITTED IN A SHORT INTERVIEW. IT IS LOGICAL, HOWEVER -- ALSO COULD BE PART OF A TALK ON WIRING.)

ANNCR: By the way, (NAME), before we finish this visit today, let's hear something from you about fuses. That's a small item, but it can be big in importance -- especially if you don't have one!

Exhibit G (Cont.)

SAMPLE RADIO SCRIPT #1

ADVISER: (Tell why fuses blow, what this signifies. Suggest keeping supply of the right sizes on hand, in a place everybody in the family knows -- possibly with a flashlight nearby.)

ANNCR: To sum it up, (NAME) -- if you treat your electrical equipment right, it will repay you with long and efficient service. Farmers can't afford breakdowns at any time -- and during this national emergency, they become a matter of vital importance. We must all remember that farm products are as necessary as military equipment, and farmers must keep them coming in the quantity needed. (HERE EXPLAIN HOW MUCH HELP CO-OP WILL GIVE TO ITS MEMBERS AND OTHERS ON REPAIRS, ADVICE, ETC. ALSO, IF REPAIRS ARE A PROBLEM BECAUSE OF QUALIFIED MEN GOING INTO SERVICE, IT MIGHT BE WELL TO GIVE SPECIFIC INFORMATION AS TO WHERE LISTENERS CAN GET SERVICE AND/OR SUPPLIES.) Thank you (NAME) for the helpful suggestions you've given today about care of electrical equipment.

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Exhibit H

SAMPLE RADIO SCRIPT #2

Electric Motors.

Outline for Interview Between Local Radio Farm Director and Co-op Electrification Adviser - or Between Adviser who has Radio Program and a Farmer Asking for Information. If a Woman Adviser is Conducting the Program, She Could Ask Questions of the Co-op Manager or Someone Else who Knows Motors.

RADIO FARM
DIRECTOR:

(AFTER INTRODUCTION OF SPEAKER) I was talking with a farmer the other day who told me he didn't know how he'd operate his farm these days if he didn't have electricity out there to run his farm equipment. You've probably heard that statement a good many times, haven't you (NAME)?

ADVISER:

(Answer affirmatively, possibly quoting directly along the same line from a co-op member, or some specific use of power perhaps -- dairying or whatever is leading farm use locally. Might point out that electric motors can be used to operate many machines and tools which were not originally designed for electric power.)

RFD:

Well, right now with so many men in uniform -- and a good many farm workers taking jobs in the city -- most farmers need all the help they can get from electric motors. This farmer I mentioned told me he gets a lot of use out of a couple of small portable motors. How about those anyway?

ADVISER:

(Explain that by making a small motor portable it can be used conveniently in a dozen or more ways -- saves both time and expense -- etc.)

Exhibit H (Cont.)

SAMPLE RADIO SCRIPT #2

RFD: Before we talk about the ways a motor can be made portable -- let's consider the best sizes to use this way. What do you suggest?

ADVISER: (Might suggest three convenient sizes -- $\frac{1}{4}$ to $\frac{1}{2}$ horsepower, 1 to 3 horsepower, and 5 or $7\frac{1}{2}$ horsepower. These will operate nearly all farm machines without attached motors. Suggest specific machine to be harnessed to each size.)

RFD: That sounds like good advice to me, (NAME). Now, can you tell us something about the way a farmer goes about making a small motor easy to carry around the place -- without getting too technical, that is?

ADVISER: (Explain briefly that it's easy to make a handle and attach it to a small motor -- might mention the principal materials needed, but don't go into all details. If desired, tell about how much this material will cost locally. Suggest that the bulletin "The Small Portable Motor" gives details. Larger motors can be mounted on a motor toter -- the co-op has a bulletin telling how to do this -- "You Can Build this Motor Toter." Adviser will be glad to give advice and assistance to co-op members -- state whether phone calls or letters are preferred, etc.)

Exhibit H (Cont.)

SAMPLE RADIO SCRIPT #2

RFD: Say (NAME), another question I get once in a while about motors concerns grounding. That's mighty important, isn't it?

ADVISER: (Explain that grounding is important for both portable and stationary motors, emphasize danger of failure to ground equipment. Give some general information explaining that it's important to get the right type of motor for the job. Might mention another helpful bulletin, "Farm Motors-Selection and Care" is available. Also say that a co-op member should always consult adviser about grounding, installation and operation of electric welders -- especially if this is a problem locally.)

RFD: I haven't heard much about a shortage of electric motors, (NAME), so I'm assuming farmers will be able to get new ones as they need them, or make replacements if necessary. (CHANGE THIS TO SUIT LOCAL SITUATION, OR TO GIVE FACTS IF SHORTAGE SHOULD DEVELOP.) However, it's just good business to keep motors in good condition -- and it's a lot of trouble and inconvenience when a motor breaks down. I think folks would appreciate a few suggestions from you about taking care of motors.

Exhibit H (Cont.)

SAMPLE RADIO SCRIPT #2

ADVISER: (Warn against dust, dampness, overheating, using some overload protection, tell a little about oiling motors -- when to do and when not to do, etc. Keep this general and nontechnical as possible. State that information about specific problems is available on consultation.)

RFD: Now, let's give the name of those booklets on motors again, so that anybody who's interested can make a note.

ADVISER: (Repeat names of motor booklets available at co-op. Might again invite co-op members to call on him for help.)

RFD: CLOSING AND THANKS.

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